

The Successful Author of Non-Fiction
Session #2 - Exercise to Define Your Message Platform
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Step #1: How would you describe your core message or writing approach?

Step #2: How would your closest friends or colleagues describe your core message or writing approach?

Step #3: Describe one person who would benefit from your work.

Step #4: Describe your qualifications for writing based on your spiritual experience.

Step #5: Describe your qualifications for writing other than your spiritual experience. (education, experience)

Step #6: Describe one person who would benefit from your work.

Step #7: Write your message platform in twenty words or less.

Step #8: Look at your message platform. (Is it too broad, narrow or undefined?)